NBER Entrepreneurship Research Boot Camp

Summary Document

Name: BIJOU MARYAME
Contact Information:

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- **Email:** maryamebijou18@gmail.com

University: Hassan II University of Casablanca, Morocco

Field of Study: Management Sciences

Research Area: The Integration of Digital Technologies and the Performance of Moroccan SMEs: Challenges, Issues, and Action Levers

Year of Entry into PhD Program: 2023

Expected Year of Completion: 2027

Faculty Member Providing Letter of Recommendation: Mme Fatima Boutaleb

MARYAME BIJOU

SINGLE ,24 YEARS OLD , MOROCCAN
PHD CANDIDATE IN MANAGEMENT SCIENCES

Profile

PhD candidate in Management Sciences specializing in entrepreneurship and SMEs, driven by a passion for innovation and resource optimization. Dynamic and rigorous, I am committed to continuous skill development to ensure my professional growth.

informations

0628482095

Maryamebijou18@gmail.com

Morocco

Education

- ***PhD in Management Sciences (Ongoing) Hassan II University, FSJES Ain Chock – 2023-2024***

Research within the entrepreneurship and SME laboratory, focusing on digital technology integration and SME performance.

- ***Master's Degree in Entrepreneurial Support Hassan II University, FSJES Ain Chock – 2021-2023***

- ***Professional Bachelor's Degree in Organizational Management, Hassan II University, FSJES Ain Chock – 2020-2021***

- ***Specialized Technician Diploma in Business Management, Specialized Institute of Applied Technologies – 2018-2020***

- ***High School Diploma in Experimental Sciences, AMR BNO EL AASS High School – 2017-2018***

Skills

- Dynamic and serious
- Stress management
- Sense of responsibility
- Punctual
- creative

Language

- Arabic: Native language
- French: Bilingual
- English: Fluent
- Turkish: Basic knowledge

Computer skills

- Microsoft Office (Word, Excel, PowerPoint)
- Sage Accounting
- IBM SPSS
- Canva

Professional Experience

Teaching Assistant – Tax Management – Hassan II University, FSJES Ain Chock

DEC 2024 - Ongoing

- Conducting tutorial classes in Tax Management for fifth-semester students (Accounting, Finance, and Audit program).

Eaching Assistant – University Work Methodology– Hassan II University, FSJES Ain Chock

OCT 2024 -DEC 2024

- Conducting courses in University Work Methodology (UWM) for first-year students (Business Administration).
- Organizing practical workshops on work methodologies within the university.

Eaching Assistant – French as a Foreign Language– Hassan II University, FSJES Ain Chock

OCT 2024 -DEC 2024

- Conducting French language sessions for first-year students (Business Administration, Economics, and Management).
- Organizing communication and language practice workshops

Eaching Assistant – University Work Methodology– Hassan II University, FSJES Ain Chock

OCT 2024 -DEC 2024

- Conducting courses in University Work Methodology (UWM) for first-year students (Business Administration).
- Organizing practical workshops on work methodologies within the university.

Zakoura Foundation in Partnership with INDH

OCT2023 - NOV 2023

- Administrative management, project monitoring, and deliverables tracking for project leaders.
- Supporting project leaders in their development initiatives.
- Organizing workshops, information sessions, and practical training.
- Guiding new entrepreneurs.

Research Laboratory in Entrepreneurship and SMEs (FSJES Ain Chock)

JUIN 2021 - SEP 2023

- Designing and developing innovative educational content for undergraduate and master's programs.
- Leading conferences and workshops.

AMRGLASS society

FEB 2021 - APL 2021

- Prepare invoices, purchase orders, track customer orders, and manage the cash register

AFAK 22 SCHOOL

JANV 2020 - JUIN 2020

- Lead course and orientation sessions by applying innovative approaches

Participations

- Participation in the UNIDO Bahrain ITPO program: "Developing Business Counselors for Growth."
- Participation delivered by the ENCG of Casablanca during a round table on the theme of artificial intelligence and digital transition

- Participation delivered by CARRER CENTER on the occasion of the 2019/2020 school integration day

Loisirs

Traveling | Cinema | Pastry | Practical Workshops

Communications et PUBLICATIONS

1st International Conference on Digitalization, Finance, Innovation, and Entrepreneurship (ENCG Agadir – September 20-22, 2024)

28 - 29 Nov 2024

Presentation of a paper entitled: "***The Influence of Digital Transformation and Innovation on Organizational Strategy.***" This paper won the Best Publication Award and was published in the journal IJDAM (ISSN: 2976-0453) - ***https://doi.org/10.23882/ijdam.24140.***

22nd International Symposium on Organizational Transformations (EST Casablanca – November 28-29, 2024)

24 - 25 Oct 2024

Presentation of a paper entitled: "***The Synergy between Artificial Intelligence and Digital Transformation."***

the 5th International Conference on Business, Digital Transformation, Innovation, and Sustainability (ICBDTIS2024)- manama -bahrein

October 30-31, 2024

Presentation of the paper: "***From Traditional Entrepreneur to Digital Innovator: A Systematic Review of Navigating the Path to Digital Entrepreneurship"*** (Pending publication in Springer Nature, indexed by SCOPUS).

the 6th International Conference on Advanced Research in Management, Economics and Accounting - Prague-Czech Republic

SEP 20-22, 2024

Presentation of a paper entitled: ***"Synergy between Artificial Intelligence and Digital Transformation: A Systematic Review and Bibliometric Analysis."*** This paper was published in the journal Diamond Scientific Publishing (ISSN: 3030-0290, Vol. 2, Issue 1) - ***https://doi.org/10.33422/armea.v2i1.698.***

CInternational Conference on Managerial Innovations (FSJES Chouaib Doukkali, El Jadida – July 5-6, 2024)

juil 5-6, 2024

Presentation of the paper: ***"The Influence of Technology on SME Performance: A Systematic Review and Bibliometric Analysis."***

NBER Entrepreneurship Research Boot Camp

I am a second-year PhD student at Hassan II University, conducting research on **The Integration of Digital Technologies and the Performance of Moroccan SMEs: Challenges, Issues, and Action Levers**. My work explores how digital transformation impacts SME growth, efficiency, and competitiveness, with a specific focus on the managerial, strategic, and organizational challenges faced by Moroccan businesses. Given the increasing role of digital technologies in emerging economies, my research seeks to understand the key barriers and enablers of digital adoption in SMEs and to propose actionable recommendations for sustainable digital transformation. So far, I have finalized my literature review, resulting in the publication of two articles in international journals. These studies, based on a **systematic literature review and bibliometric analysis**, have allowed me to map the theoretical and empirical landscape of digital transformation in SMEs. They have also helped establish a solid foundation for my research, and I am now preparing to initiate the empirical phase as soon as my dataset is complete.

My research is grounded in multiple theoretical frameworks:

- **Change Management Theory (Kotter's model)** to analyze how SMEs navigate digital transitions.
- **The Resource-Based View (RBV)** to examine how digital capabilities contribute to firm performance.
- **Diffusion of Innovation Theory (Rogers)** to understand the adoption process of digital technologies within SMEs and the role of external influences.
- **Stakeholder Theory** to assess the impact of external ecosystems, such as governmental support, financial institutions, and digital platforms, on SME digitalization.

Using a **mixed-method approach**, I will combine **qualitative case studies** with **quantitative surveys** to assess the impact of digitalization on SME performance. The goal is to identify key action levers that facilitate successful digital adoption while addressing structural and cultural challenges specific to Moroccan SMEs.

Importance of the NBER Entrepreneurship Research Boot Camp

Attending the NBER Entrepreneurship Research Boot Camp is a crucial step in my academic journey for several reasons:

- **Strengthening My Research Methodology** – The program offers rigorous training in entrepreneurial finance, firm dynamics, and advanced econometrics, which will help me refine my empirical strategy and improve the robustness of my findings.
- **Exposure to Cutting-Edge Entrepreneurship Research** – Engaging with leading scholars will broaden my understanding of how digital tools reshape entrepreneurial ecosystems and firm performance, particularly in emerging markets.
- **Networking and Collaborations** – Connecting with faculty and peers will provide valuable feedback on my research and open opportunities for future academic collaborations.
- **Bridging Research and Policy Impact** – The boot camp will help me translate my findings into actionable recommendations for SME leaders and policymakers in Morocco and beyond.

By participating, I aim to enhance both the **theoretical and empirical contributions** of my research and position my work within global discussions on **digital entrepreneurship and SME growth**. I am eager to take part in this intellectually stimulating environment and leverage this experience to advance my academic and professional career.

Letter of Recommendation

NBER Entrepreneurship Research Boot Camp

February 14th, 2025

To the NBER Entrepreneurship Research Boot Camp Selection Committee,

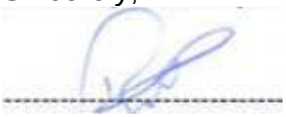
It is with great pleasure that I recommend **Maryame Bijou** for the 2025 NBER Entrepreneurship Research Boot Camp. I am the deputy director of the Research Laboratory in Entrepreneurship and SMEs at Hassan II University, where she is currently pursuing her PhD.

During her time in our lab, Maryame has consistently displayed a high level of professionalism and perseverance in overcoming challenges. Her dissertation research, focusing on the integration of digital technologies and the performance of Moroccan SMEs, is both Important and relevant. Her dedication to this project is evident in her meticulous data analysis and her insightful interpretation of findings.

Beyond her academic achievements, Maryame is a highly collaborative and engaging researcher. She actively participates in lab meetings, contributing insightful ideas and providing constructive feedback to her peers. She is a team player, eager to learn, and always ready to go the extra mile.

In summary, **Maryame Bijou** is a highly promising researcher with a strong work ethic and a collaborative spirit. I am confident that she would greatly benefit from the NBER Entrepreneurship Research Boot Camp. This program would provide her with invaluable opportunities to network with leading researchers in the field and further develop her skills.

Sincerely,



Fatima BOUTALEB
University professor
University Hassan II of Casablanca
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